



**BEST AVAILABLE COPY**

**PATENT**

**THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant : Ruben Hernandez Confirmation No. 1052  
Application No. : 10/035,345  
Filed : December 28, 2001  
Title : METHOD AND APPARATUS FOR IN-STORE MEDIA ADVERTISING  
  
Grp./Div. : 2623  
Examiner : Shirley Chang  
  
Docket No. : 42090/E329

**APPLICATION TO WITHDRAW AS ATTORNEYS OF RECORD  
IN PENDING APPLICATION**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

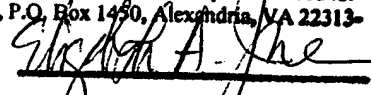
Post Office Box 7068  
Pasadena, CA 91109-7068  
August 15, 2006

Commissioner:

The undersigned, for themselves and for all other persons appointed by Applicant in the Declaration and Power of Attorney executed on March 4, 2002, apply to withdraw as attorneys of record in the above-identified application. The undersigned have express authority and power to act for said other persons, as evidenced by the enclosed copy of a Reciprocal Authorization Re Withdrawal of Attorneys before the U.S. Patent Office and executed by the undersigned and all of said other persons.

Applicant's whereabouts is unknown to the undersigned and therefore has not been advised in writing of this withdrawal. Attempts to notify the Applicant have been made to Applicant's last known address (taken from the California Secretary of State Business Portal website) but the correspondence came back undelivered (see attached copy of correspondence and envelope).

A copy of this Notice of Withdrawal as Attorneys of Record is being mailed to the Applicant's last known address at 5455 Wilshire Blvd., Suite 1900, Los Angeles, California 90036.

I hereby certify that this correspondence is being deposited with the  
U.S. Postal Service as first class mail in an envelope addressed to:  
Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-  
1450 on 8/15/06  
(Date of Deposit) 

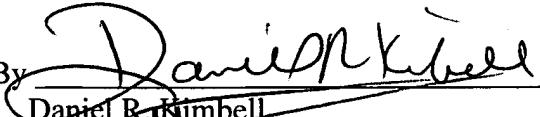
**Application No. 10/035,345**

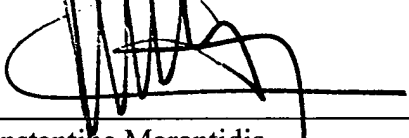
Please address all future correspondence to the applicant's last known address, which is  
5455 Wilshire Blvd., Suite 1900, Los Angeles, California 90036.

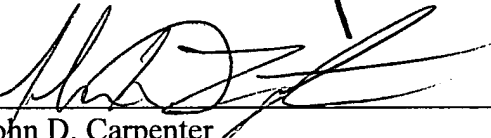
This request to withdraw is being submitted in triplicate (**original plus two copies**).

Respectfully submitted,

CHRISTIE, PARKER & HALE, LLP

By   
Daniel R. Kimbell  
Reg. No. 34,849  
626/795-9900

By   
Constantine Marantidis  
Reg. No. 39,759  
626/795-9900

By   
John D. Carpenter  
Reg. No. 34,133  
626/795-9900

DRK/eaj

Enclosures: Application to Withdraw (2 copies)  
Reciprocal Authorization Re Withdrawal...

cc: Ruben Hernandez

EAJ PAS679276.1-\* -07/10/06 8:24 AM

## THE UNITED STATES PATENT AND TRADEMARK OFFICE


**RECIPROCAL AUTHORIZATION RE WITHDRAWAL OF ATTORNEYS  
UNDER 37 C.F.R. § 1.36**

To facilitate and to enable the undersigned persons (each of whom is or has been associated with the firm Christie, Parker & Hale) to withdraw as attorneys of record in any matter before the Patent and Trademark Office in any patent, design patent or trademark matter in which any of the undersigned persons have been appointed as principal attorneys, each of the undersigned persons hereby authorizes and appoints any three (3) of the undersigned persons as agents and representatives in connection with the withdrawal as attorneys of record in any such matter, and to sign a request for leave to withdraw as attorneys of record in any such matter under 37 CFR § 1.36.

D. Bruce Prout  
D. Bruce Prout  
Reg. No. 20,958

Edwin L. Hartz  
Edwin L. Hartz  
Reg. No. 24,166

Hayden A. Carney  
Hayden A. Carney  
Reg. No. 22,653

Richard J. Ward, Jr.  
Richard J. Ward, Jr.  
Reg. No. 24,187

R. R. Palmer, Jr.  
Russell R. Palmer, Jr.  
Reg. No. 22,994

LeRoy T. Rahn  
LeRoy T. Rahn  
Reg. No. 20,356

Richard D. Seibel  
Richard D. Seibel  
Reg. No. 22,134

Walter G. Maxwell  
Walter G. Maxwell  
Reg. No. 25,355

John P. Grinnell  
John P. Grinnell  
Reg. No. 24,001

William P. Christie  
William P. Christie  
Reg. No. 29,371

David A. Dillard  
David A. Dillard  
Reg. No. 30,831

Carl Kustin  
Carl Kustin  
Reg. No. 24,106

Reciprocal Authorization Re  
Withdrawal of Attorneys

Page 2

LeRoy T. Rahn

LeRoy T. Rahn  
Reg. No. 20,356

Walter G. Maxwell

Walter G. Maxwell  
Reg. No. 25,355

Leo J. Young

Leo J. Young  
Reg. No. 26,066

David A. Dillard

David A. Dillard  
Reg. No. 30,831

William G. Lane

William G. Lane  
Reg. No. 24,761

James A. Henricks

James A. Henricks  
Reg. No. 31,168

Thomas J. Daly

Thomas J. Daly  
Reg. No. 32,213

John H. May

John H. May  
Reg. No. 26,200

Richard D. Seibel

Richard D. Seibel  
Reg. No. 22,134

John P. Grinnell

John P. Grinnell  
Reg. No. 24,001

William P. Christie

William P. Christie  
Reg. No. 29,371

Philip J. Anderson

Philip J. Anderson  
Reg. No. 29,887

Frederick Gotha

Frederick Gotha  
Reg. No. 27,693

Carol K. Samek

Carol K. Samek  
Reg. No. 31,660

Carl Kustin

Carl Kustin  
Reg. No. 24,106

Felix L. Fischer

Felix L. Fischer  
Reg. No. 31,614

Reciprocal Authorization Re  
Withdrawal of Attorneys

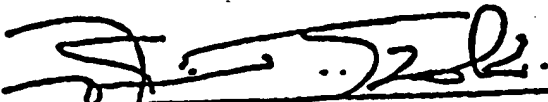
Page 8



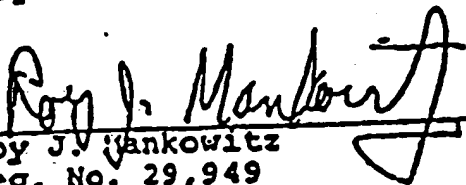
Marcia A. Devon  
Reg. No. 31,947



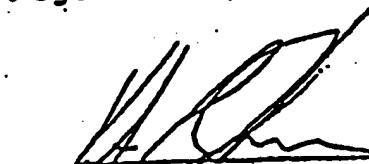
Gordon R. Lindeen, III  
Reg. No. 33,192



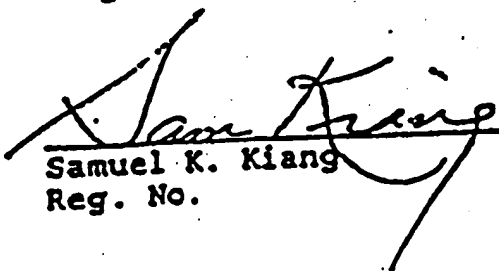
Joseph L. Szabo  
Reg. No. 22,687



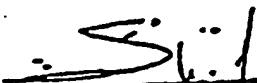
Roy J. Mankowitz  
Reg. No. 29,949




Keith L. Johnson  
Reg. No. 34,630



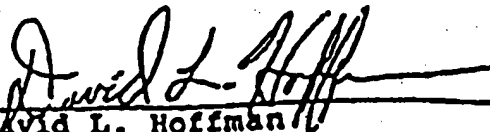
Samuel K. Kiang  
Reg. No.



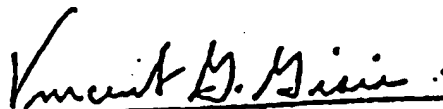
Simon K. Lee  
Reg. No. 32,476



Grant T. Langton  
Reg. No. 39,739



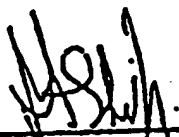
David L. Hoffman  
Reg. No. 32,469



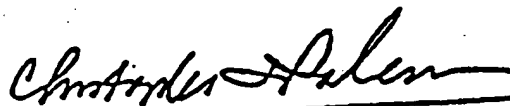
Vincent G. Gioia  
Reg. No. 19,959



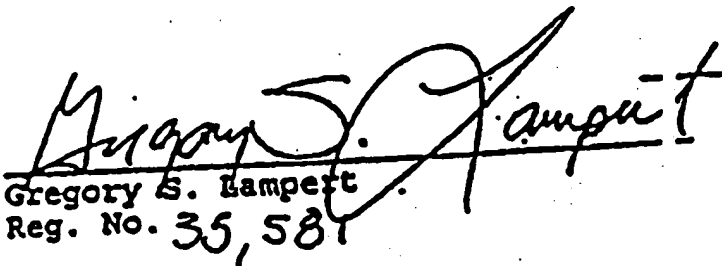
John D. Carpenter  
Reg. No. 34,133



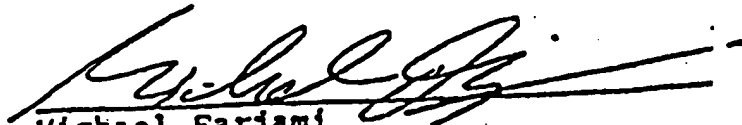
Janice A. Sharp  
Reg. No. 34,051




Christopher J. Palermo



Gregory S. Lampert  
Reg. No. 35,581



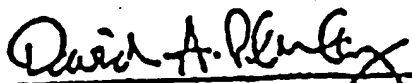
Michael Farjami  
Reg. No. P38135





Wesley W. Monroe  
Reg. No. 39,778


Reciprocal Authorization Re  
Withdrawal of Attorneys


Page 4

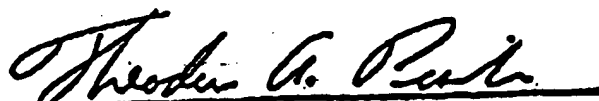
  
David A. Plumley  
Reg. No. 37,208


  
William B. Slate  
Reg. No. 37,238

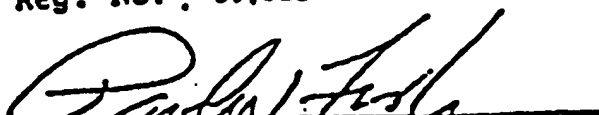
  
R. Dabney Eastham  
Reg. No. 31,247


  
Lee W. Tower  
Reg. No. 30,229


  
Patrick J. S. Knouye  
Reg. No. 40,297

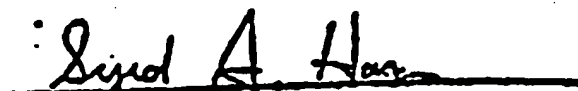
  
Theodore A. Planko  
Reg. No.


  
Yar R. Chaikovsky  
Reg. No. 39,625

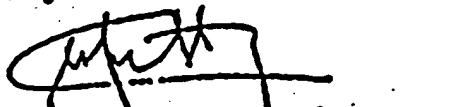
  
Paul W. Fish  
Reg. No. 22,435

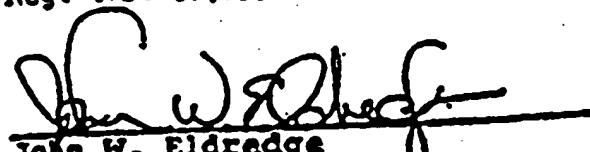
  
Edward B. Weller  
Reg. No. 37,468


  
Edward R. Schwartz  
Reg. No. 31,135


  
Syed A. Hasan  
Reg. No. 41,057

  
Jeffrey P. Wall  
Reg. No. 38,357

  
Constantine Marantidis  
Reg. No. 39,759

  
John W. Eldredge  
Reg. No. 37,613

  
Roderick G. Borman  
Reg. No.

  
William J. O'Brien  
Reg. No.

Reciprocal Authorization Re  
Withdrawal of Attorneys

Page 5

Kyle L. Elliott  
Kyle L. Elliott  
Reg. No. 39,485

Martina B. Khorsandi  
Martina B. Khorsandi  
Reg. No. 45,744

Marc Morris  
Marc Morris  
Reg. No. 38,976

Mark C. Scarsi  
Mark C. Scarsi  
Reg. No.

Gary J. Nelson  
Gary J. Nelson  
Reg. No. 44,257

Kathleen M. Oister  
Kathleen M. Oister  
Reg. No. 42,052

Hazim H. Ansari  
Hazim H. Ansari  
Reg. No. 40,896

Samir B. Arnaly  
Samir B. Arnaly  
Reg. No. 40,898

Craig A. Gelfound  
Craig A. Gelfound  
Reg. No. 41,032

Jeffrey A. Fehervari  
Jeffrey A. Fehervari  
Reg. No.

Steven P. Skabrat  
Steven P. Skabrat  
Reg. No. 36,279

Daniel M. Cavanagh  
Daniel M. Cavanagh  
Reg. No. 41,661

Kenyon S. Jenckes  
Kenyon S. Jenckes  
Reg. No. 41,873

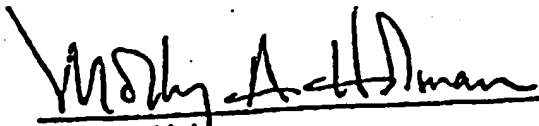
Josephine E. Chang  
Josephine E. Chang  
Reg. No. 46,083


Robert D. Rowlett  
Robert D. Rowlett  
Reg. No. 41,279


Monie M. F. Cooper  
Monie M. F. Cooper  
Reg. No.

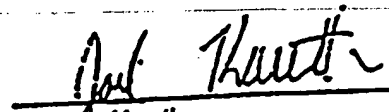
Reciprocal Authorization Re  
Withdrawal of Attorneys

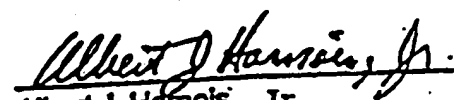
Page 6

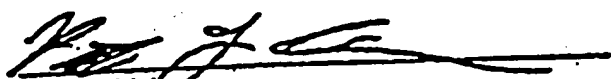
  
Molly A. Holman  
Reg. No. 40,002


  
Lucinda Grace Auciello  
Reg. No. 42,270

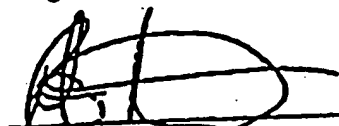
  
Norman E. Carls  
Reg. No. 30,455

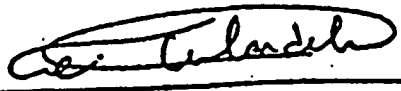
  
Joel A. Kauth  
Reg. No. 41,886

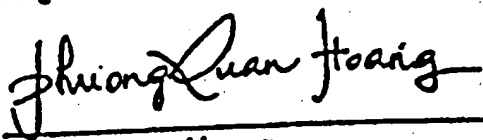
  
Albert J. Harms, Jr.  
Reg. No. 46,123

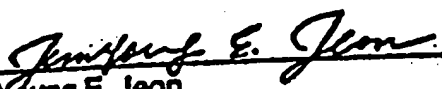
  
Patrick Y. Ikenara  
Reg. No. 42,681

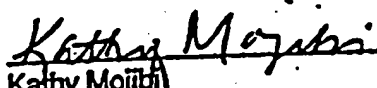
  
Mark Garscia  
Reg. No. 31,953

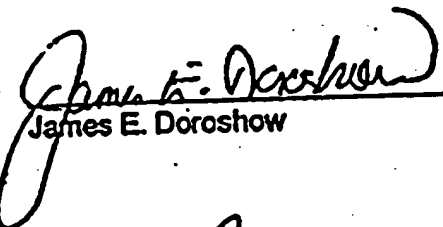
  
Peter J. Reitan  
Reg. No.

  
Raymond R. Tabandeh  
Reg. No. 43,945

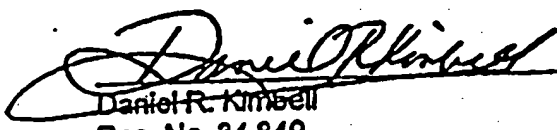
  
Phuong-Quan Hoang  
Reg. No. 41,839

  
Jun-Young E. Jeon  
Reg. No. 43,693

  
Kathy Mojib  
Reg. No. 41,409

  
James E. Doroshov

  
Gary S. Dukarich

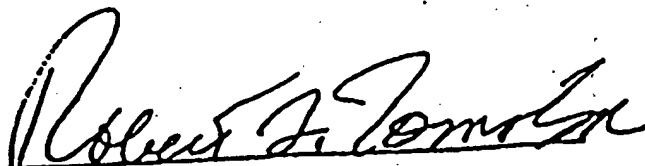
  
Daniel R. Kimbell  
Reg. No. 34,849

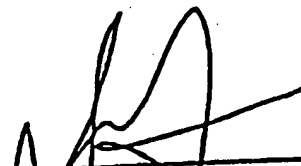
  
Theresa W. Middlebrook

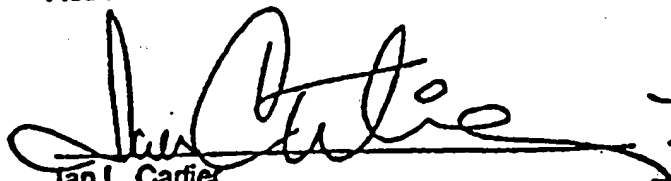


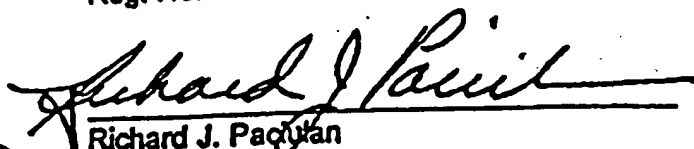
Reciprocal Authorization Re  
Withdrawal of Attorneys

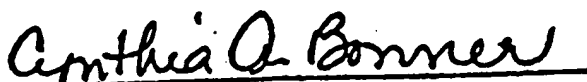
Page 7

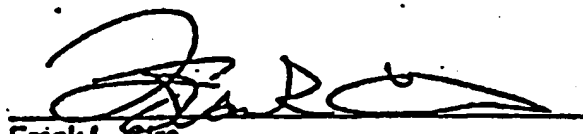
  
Robert L. Toms, Sr.

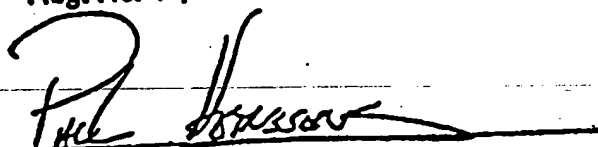
  
John F. O'Rourke  
Reg. No. 38,985

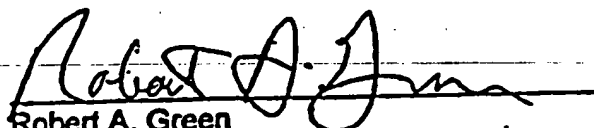
  
Ian L. Carter  
Reg. No. 38,406


  
Richard J. Paoluan  
Reg. No. 28,248


  
Cynthia A. Bonner  
Reg. No. 44,548

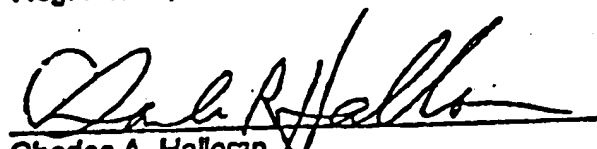
  
Frank L. Cline  
Reg. No. 42,419


  
Paul Heynssens  
Reg. No. 47,648


  
Robert A. Green  
Reg. No. 28,301

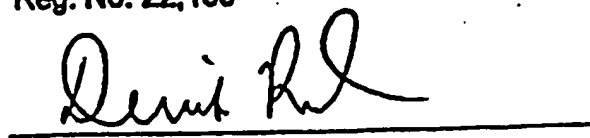
  
Marc A. Karish  
Reg. No. 44,816


  
Alan M. Kindred

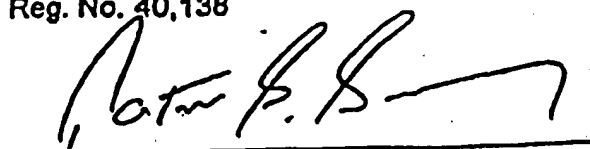
  
Charles A. Halloran  
Reg. No.

  
Harold E. Wurst  
Reg. No. 22,183

  
Stephen E. Johnson  
Reg. No. 45,916


  
Derrick W. Reed  
Reg. No. 40,138

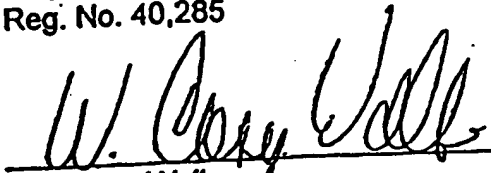
  
Peter A. Nichols  
Reg. No. 47,822

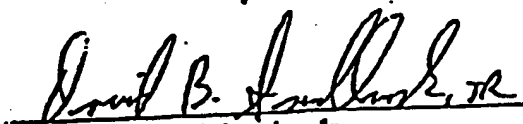
  
Patrick S. Schoenburg

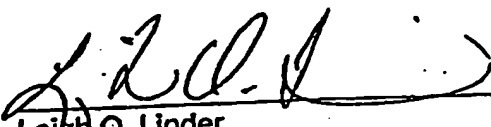
Reciprocal Authorization Re  
Withdrawal of Attorneys

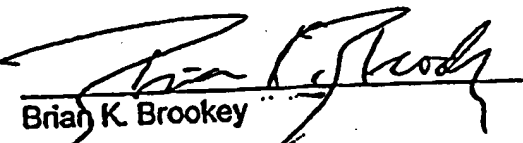
Page 8

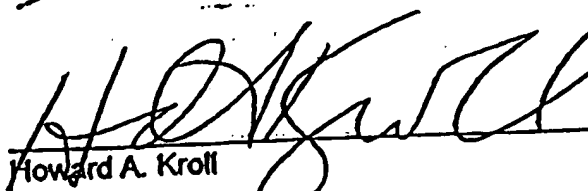
  
Stephen D. Burbach  
Reg. No. 40,285

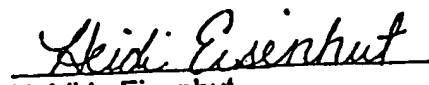
  
W. Casey Walls

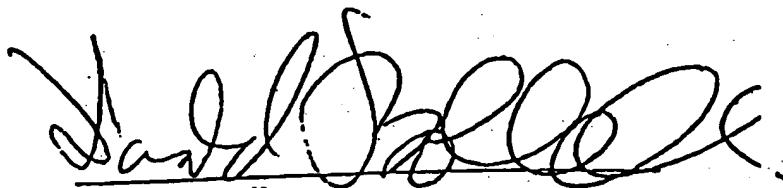
  
David B. Sandelands, Jr.  
Reg. No. 46,023

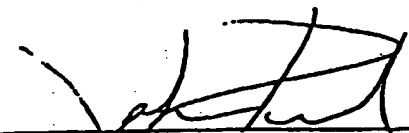
  
Leigh O. Linder

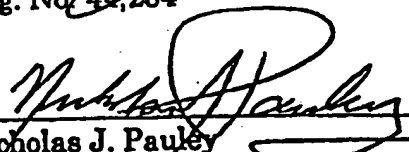
  
Brian K. Brookey

  
Howard A. Kroll

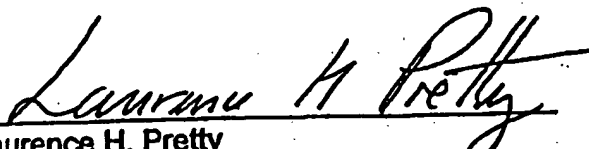
  
Heidi L. Eisenhut  
Reg. No. 46,812

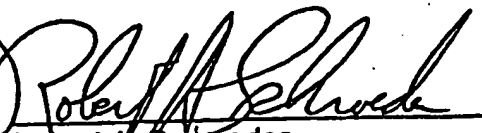
  
Donald Bollella  
Reg. No. 35,451


  
John W. Peck  
Reg. No. 44,284

  
Nicholas J. Pauley  
Reg. No. 44,999

  
Mark J. Marcelli  
Reg. No. 36,598

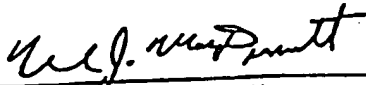
  
Laurence H. Pretty  
Reg. No. 25,312

  
Robert A. Schroeder  
Reg. No. 25,373

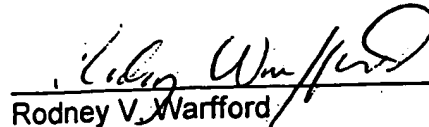
  
Richard A. Wallen  
Reg. No. 22,671

RECIPROCAL AUTHORIZATION RE  
WITHDRAWAL OF ATTORNEYS

Page 9



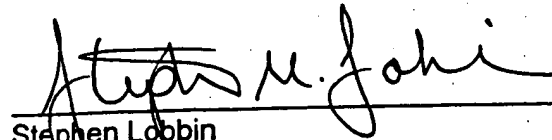
Michael J. MacDermott  
Reg. No. 29,946



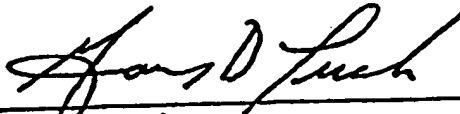
Rodney V. Warford  
Reg. No. 51,304



Anne Wang  
Reg. No. 36,045



Stephen Lobbin  
Reg. No. 41,159



Gary D. Lueck



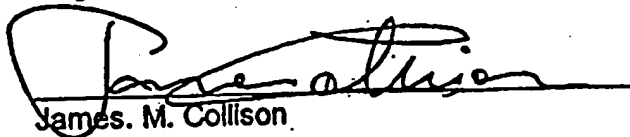
Ksenya Medvedev  
Reg. No.



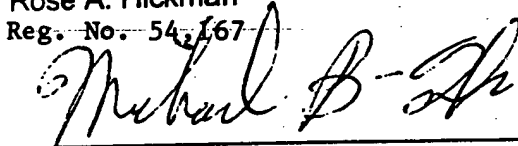
Brian D. Martin  
Reg. No. 47,771



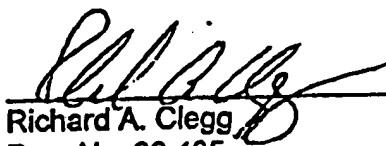
Rose A. Hickman  
Reg. No. 54,167



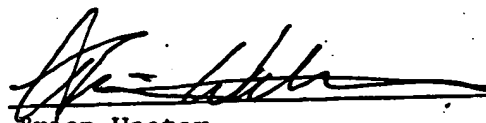
James M. Collison



Michael B. Farber  
Reg. No. 32,612



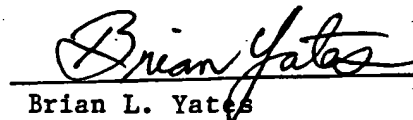
Richard A. Clegg  
Reg. No. 33,485



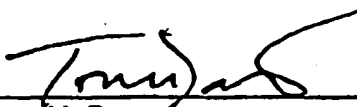
Brian Wacter  
Reg. No.



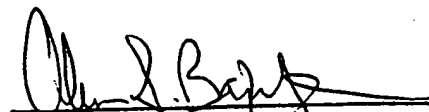
Natu J. Patel  
Reg. No. 39,559



Brian L. Yates  
Reg. No.



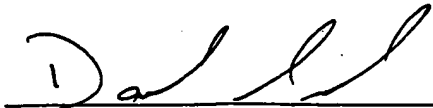
Tom H. Dao  
Reg. No. 44,641



Oliver S. Bajracharya  
Reg. No. 55,905

RECIPROCAL AUTHORIZATION RE  
WITHDRAWAL OF ATTORNEYS

Page 10



David J. Steele  
Reg. No. 47,317



Fariba Sirjani  
Reg. No. 47,947



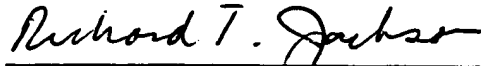
Peter C. Hsueh  
Reg. No. 45,574



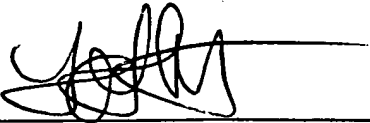
Jonathan S. Miller  
Reg. No. 48,534



Colin T. Dorrian  
Reg. No. 54,658



Richard T. Jackson  
Reg. No.



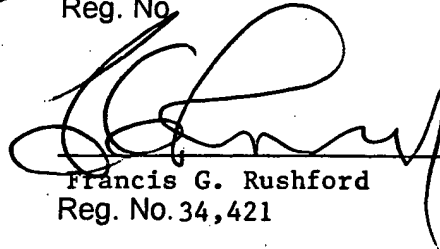
Lauren E. Schneider  
Reg. No.



Michael S. Guntersdorfer  
Reg. No.



Robert P. Auerbach  
Reg. No. 46,525



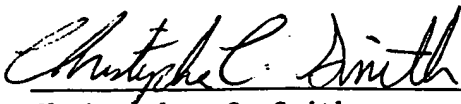
Francis G. Rushford  
Reg. No. 34,421



Saied Mirsafien  
Reg. No. 52,035



Andrew D. Sitzer  
Reg. No. 53,601



Christopher C. Smith  
Reg. No.

Reg. No.

Reg. No.

**This Page is Inserted by IFW Indexing and Scanning  
Operations and is not part of the Official Record**

**BEST AVAILABLE IMAGES**

Defective images within this document are accurate representations of the original documents submitted by the applicant.

Defects in the images include but are not limited to the items checked:

- ☒ **BLACK BORDERS**
- ☐ **IMAGE CUT OFF AT TOP, BOTTOM OR SIDES**
- ☐ **FADED TEXT OR DRAWING**
- ☐ **BLURRED OR ILLEGIBLE TEXT OR DRAWING**
- ☐ **SKEWED/SLANTED IMAGES**
- ☐ **COLOR OR BLACK AND WHITE PHOTOGRAPHS**
- ☐ **GRAY SCALE DOCUMENTS**
- ☒ **LINES OR MARKS ON ORIGINAL DOCUMENT**
- ☐ **REFERENCE(S) OR EXHIBIT(S) SUBMITTED ARE POOR QUALITY**
- ☐ **OTHER:** \_\_\_\_\_

**IMAGES ARE BEST AVAILABLE COPY.**

**As rescanning these documents will not correct the image problems checked, please do not report these problems to the IFW Image Problem Mailbox.**